

**ABSTRACT**

A color pigment master batch having a high recycling property and a process for producing a blow-molded article having a grain-tone appearance using this color pigment master batch. The color pigment master batch for blow molding includes a pigment and a carrier resin. The carrier resin is a thermoplastic elastomer which is a crystalline or amorphous thermoplastic elastomer having a Vicat softening point higher than a melting temperature of a molding base resin and a crystal melting point or a flow-starting temperature higher by 20°C or more than a melting temperature of the molding base resin and in which an MFR ratio thereof to the molding base resin is 5 or more.